

JEWELRY

## Creative director Sabato De Sarno delivers first Gucci campaign

September 19, 2023



*Captured by British fashion photographer David Sims, visuals for the Marina Chain jewelry collection showcase reinterpreted archival designs. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

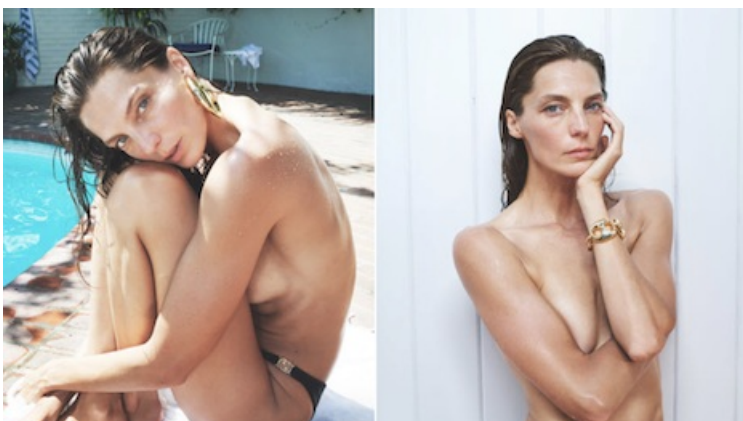
Italian fashion house **Gucci** is out with new advertising.

Retired Canadian-Ukrainian model Daria Werbowy stars in creative director Sabato De Sarno's first marketing expression for the brand, now live. Photos featuring Gucci's Marina Chain jewelry collection are captured by British fashion photographer David Sims at the Chateau Marmont in Los Angeles.

**Anchoring the look**

Inspired by the chain links of a classic maritime anchor cable, Gucci's latest jewelry assortment shines brightly upon the body of Ms. Werbowy, who poses partially nude in a series of visuals spotlighting the archival design.

In stills and a video shot poolside, the 39-year-old star shows off the luxe line in the California sunshine, the muse collaborating with cameraman Mr. Sims under Mr. De Sarno's watch "to create a beautiful statement," according to notes from the company.



*The talent has emerged from retirement for Mr. de Sarno's first Gucci expression. Image courtesy of Gucci*

The gold pieces borrow from preceding sets of necklaces, earrings and bracelets the latter item served as the

original product line's sole accessory in the late 1960s all of which have reoccurred in various forms and materializations through the years.

The collection comes to life with the help of art directors Ezra Petronio and Lana Petrusевич.

Styled by Alastair McKimm, the campaign celebrates the introduction of the new Marina Chain jewelry collection, additionally honoring Mr. De Sarno's original debut into the world of fashion with the help of Mr. Sims and Ms. Werbowy, figures that the designer has worked with since the beginning of his career.

Starting out at Prada in 2005, the leader would later see success at Italian fashion houses Dolce & Gabbana and Valentino before transitioning into his most recent and current appointment with Gucci ([see story](#)).

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